

NATIONAL CONFERENCE ON

Software: Critical Decisions

ISSUES FOR THE NEW ERA
IN COMPUTERS AND INFORMATION

- **Protection**
- **Education & Training**
- **Standards**
- **Taxation**

October 5-6, 1981

SHOREHAM HOTEL
WASHINGTON, D.C.

Sponsored by the Commission on Software Issues in the '80s

American Electronics Association • American Patent Law Association
• Association of Computer Users • Association for Computing Machinery
• Association for Systems Management • Association of Data Processing Service
Organizations • Association of Educational Data Systems • Association of Women
in Computing • CAUSE • Computer Law Association, Inc. • Conference on Data
Systems Languages (CODASYL) • Data Processing Management Association
• EDP Auditors Association • Government Management Information Sciences
• Independent Computer Consultants Association • Information Industry Association
• National Association of Bank Services • National Association for State Informa-
tion Systems • Urban and Regional Information Systems Association • Women in
Information Processing

WORK

01
01
01

EOF-CARD
SIZE-OVER
GROSS-VALUES.

1381

01

02 GROSS
02 TOTAL-GROSS
02 OUT-GROSS
EMPLOYEE-LINE.
02 FILLER
02 E-NAME
02 FILLER
02 E-GROSS
02 FILLER

PROCEDURE DIVISION.
MAIN-LOGIC.

OPEN INPUT CARD-
OUTPUT PRINT
READ CARD-FILE
AT END MOVE
PERFORM CALCULA
UNTIL EOF-C
MOVE TOTAL-GROS
DISPLAY 'TOTAL
CLOSE CARD-FIL
STOP RUN.

CALCULATE-OUTPUT.
COMPUTE GROSS
ON SIZE E
IF SIZE-OVER
DISPLAY
MOVE ZER

ELSE

MOVE GRO
MOVE C-M
WRITE P

Conference overview

It's no secret that DP expenditures for software are fast outstripping expenditures for hardware.

New issues arising from the "software explosion" are confronting us. There are federal, state and local taxes, programmer productivity, privacy, standardization, auditing, copyright and trade secret protection, product performance and others.

As organizations expand their dependence on automated information systems, these issues consume already scarce resources and reduce productivity.

For the first time ever, 20 national associations, representing the entire spectrum of information interests, have agreed to work together to anticipate these problems, and work to find solutions useful not only for one group, but for employers, vendors, professionals, users, and specialists alike.

During two full days of expert presentations from five prominent DP professionals, a U.S. Congressman, and four special "Task Forces":

- You'll hear experts describe the coming changes in software marketing.
- You'll hear debate on the solutions that can prevent a crisis in your organization.
- And, you'll be asked to tell the experts what you think needs to be done.

Who should attend

Private and public sector computer information professionals and industry executives with responsibility for the information resources of their organization will find the Conference indispensable, as will those who are confronted with the new legal and economic issues concerning software, including:

- Programmers
- DP Managers
- Software Vendors
- Corporate Counsel
- Auditors
- Hardware Manufacturers
- Systems Analysts
- MIS Directors
- Consultants
- Users

What you will learn

- Impacts of declining productivity
- New demands of EDP Auditors
- Rising call for certification
- Professional training in a supply shortage
- Potentials for copyright and patent protection
- Financial impacts of software taxes

About the sponsor

The Commission on Software Issues in the '80s is an autonomous research group "formed to present critical and objective reports airing the social, economic, technical, and legal issues arising from the development, distribution and use of computer software in the coming decade."

It grew out of concerns expressed by the leaders of a half dozen industry associations during a meeting in Washington, D.C.

This was a historic step for an industry noted for competition between interests that often shared more in common than their disputes suggested.

Monday, October 5, 1981

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Registration and Coffee

Welcoming Remarks:
The Software Commission: Its
DANIEL T. BROOKS

Commission Chairman
Secretary, Computer Law Assn.

Keynote Address:
The Importance of Software in
DANIEL D. McCracken, C.C.P.
Author and Consultant

Special Address:
The New Software Economics
Problems of the '80s
JAMES R. PORTER
Vice President
Informatics, Inc.

Luncheon Address:
The Information Science and Technology
H.R. 3137 — Toward Creating a
Policy Institute
The Honorable GEORGE BROW
United States Congressman
Committee on Science and Technology
Technology Assessment Board

Pm

Report of the Commission Task Force
and Training of Software Professionals
BARTLY J. CARLSON
Task Force Chairman
Deloitte, Haskins and Sells
Commission Representative, C

Plenary Session:
Comments on Education and Training
Task Force Report

Report of the Commission Task Force
on Software Protection
ROBERT S. WILLARD
Task Force Chairman
Information Industry Association
Commission Representative, I
Industry Association

Plenary Session:
Comments on Software Protection
Task Force Report

1981

Mission and Agenda

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Technology Act,
National Information

(D-California)

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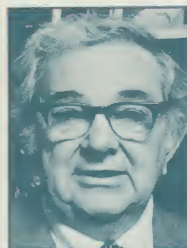
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Tuesday, October 6, 1981

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Keynote Address:

**Software Issues in the '80s:
An Agenda for the Software Commission**

MARTIN A. GOETZ

Senior Vice President
Applied Data Research



Special Address:

**Some Important Technical Issues of Software
in the '80s**

JEAN E. SAMMET

IBM Federal Systems Division



**Report of the Commission Task Force
on Taxation**

J.T. WESTERMEIER, C.D.P.

Task Force Chairman
Abrams, Kovacs, Westermeier and Goldberg
Commission Representative, Data Processing
Management Association

Plenary Session:

Comment on Taxation Task Force Report

Luncheon Address:

**Developing, Marketing and Acquiring Software
for the Mass Market**

DANIEL FYLSTRA

Chairman
Personal Software, Inc.



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**Report of the Commission Task Force
on Standards**

NANDER BROWN

Task Force Chairman
Federal Home Loan Mortgage Corporation
Commission Representative, EDP Auditors'
Association

Plenary Session:

Comment on Standards Task Force Report

**Conference Wrap-up — Plenary Session:
Audience Comments, Issue Spotting and
General Analysis**

JAN SNYDERS

Computer Decisions
Commission Representative, Association for
Systems Management

ISSUES FOR THE NEW ERA IN COMPUTERS AND INFORMATION

OCTOBER 5-6, 1981
SHOREHAM HOTEL

2500 Calvert Street, N.W. • Washington, D.C. 20008
301/622-0066

Conference Summary

- Technical Issues of Software in the '80s
- Education and Training of Software Professionals
- Software Protection • Taxation • Standards
- The Importance of Software in the '80s
- The New Software Economics
- Software for the Mass Market

U.S. Professional Development Institute: This conference is administered by USPDI, a non-profit organization dedicated to the development of innovative programs for dissemination of information with applications to problem solving. USPDI does not discriminate against anyone because of race, sex, or any other basis. Limited scholarships are available for qualified recipients. For further information, contact in writing USPDI, 12611 Davan Drive, Silver Spring, MD 20904.

Training: USPDI is a leader in training the managerial and professional staff in government and business. We can develop **in-house** training programs to meet your specific needs. USPDI is always interested in receiving ideas for new faculty members, seminar and conference topics, and program improvement. Please contact: Technical Director, 12611 Davan Drive, Silver Spring, MD 20904; (301) 622-0066.

Hotel Accommodations: The hotel will hold a block of rooms for participants until three weeks before the conference. To take advantage of special rates please use the special hotel registration card that will be sent to you with your registration confirmation.

Conference Fee **Member Organization: \$295**
Non-Member: \$320

Cancellation Policy: Registrants who cancel more than five (5) working days prior to the meeting are not subject to the fee or service charge. Cancellations made within five (5) working days of the program are subject to a \$75 service charge. Registrants who do not cancel and do not attend are liable for the full registration fee. Substitutions may be made at any time. **TO CANCEL:** Call Conference Registrar (301) 622-0066 to obtain your cancellation code. **NO CANCELLATIONS ARE VALID WITHOUT THIS CODE.**

Changes to the program may be made without prior notice.

IT'S EASY TO REGISTER! Call (301) 622-0066

Registration fee includes lunches, refreshments, and hand-out materials.

Registration: Entire fee is payable prior to conference. Registrations are accepted up to the time of the meeting. Make check payable to SOFTWARE CONFERENCE. On-site registration is held 8:00 A.M. - 5:00 P.M. DAILY at the Shoreham Hotel, Washington, D.C.

Please cut here and return the entire form.

☐ I will be attending the Conference.

Amount enclosed_____

Please type or print

Name _____

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Organization _____

Street _____

City _____ State _____ Zip _____

Return to:
Software Conference
12611 Davan Drive
Silver Spring, MD 20904
301/622-0066

All registrants who **pay** before September 10, 1981 will receive a **free** copy of the book, "The New Software Economics" by Werner L. Frank, Executive Vice President of Informatics, Inc.

In this important new book, Mr. Frank, an authority on packaged software, reviews:

- The Software Life Cycle
- The Productivity Issue
- Successful Software Products
- Software Selection Criteria
- Product Cost-Analysis

☐ Unable to attend. Enclosed is \$18.50 for my copy of "The New Software Economics."



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